

## Gibson and Cohen Featured in *Corporate Counsel* Story Titled “Not Liking a Facebook IP Problem? Here’s How to Fix It”

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Whitney Gibson, a Vorys partner and leader of the firm’s group that focuses on internet brand and reputation issues, and Jordan Cohen, an associate, were featured in a *Corporate Counsel* story on how to remove infringing material from Facebook.

### The story states:

*“Facebook is often rife with intellectual property infringement, according to Whitney Gibson and Jordan Cohen of Vorys, Sater, Seymour and Pease, in this recent blog post. But that doesn’t mean companies have to just sit back and ‘like’ it.*

*The authors note that it is quite easy to report the offending activity directly to the social media site. ‘It is most beneficial for the party alleging infringement if their IP has been registered or, at the very least, is pending registration,’ they say. But first, they suggest contacting the infringer directly via private message with a cease and desist letter attached, so long as there is a legitimate basis for the claim.”*

To read the entire article, visit the *Corporate Counsel* [website](#).